

Message from the EMSIP Chief

“EMS: When it Matters Most” was 2003’s EMS Week theme. It addressed the successes and challenges EMS personnel and their respective organizations face today, not only in responding quickly and efficiently to medical emergencies but also meeting the special needs within the communities they serve. Those special challenges must include educating the public and



ourselves about how to live safe and healthy lives.

Many have asked me what keeps me going? Well, the answer is easy. *It is each and every one of you that keeps me going.* My motivation is to equip you with the knowledge and tools to provide the best possible prehospital medical care within our communities. It is for this reason I wish to spotlight a health and safety issue that impacts emergency medical personnel.

Sustained Reduced Sleep Can Have Serious Consequences

In a study conducted by the University of Pennsylvania on the effects of sleep deprivation, investigators found that persons who slept four to six hours a night for fourteen consecutive nights showed significant deficits in cognitive performance equivalent to going without sleep for up to three days in a row. Yet these persons reported feeling only slightly sleepy and were unaware of how impaired they were.

According to the investigator, cognitive performance deficits included reduced ability to pay attention and react to a stimulus, such as when driving, or caring for a perceived routine type case. Other deficits involved impairment of the ability to think quickly and avoid making mistakes, and a reduced ability to multi-task.

Please take responsibility for your own personal health and safety, for you are the EMS System’s most important asset. Eat healthy, exercise and avoid becoming sleep deprived.

A Hui Hou,

Donna Maiava, Chief
Emergency Medical Services
and Injury Prevention



KIPC Korner

Safe Keiki Fair

In celebration of SAFE KEIKI Day, which is part of National SAFE KIDS Week, KIPC/SAFE KIDS Hawaii hosted a free safety fair on May 3 at Toys ‘R Us. In line with the national theme “Wrap Your Arms Around Safety”, the event focused on providing parents, caregivers, and keiki the opportunity to learn more about injury prevention through interactive displays and games. A thousand participants ventured through the Brain Station, Keiki ID booth, First Aid Station, Car Seat Checkup, 911 Station, Keiki Fire House and Fire Truck, and Home & Product Safety, Ocean & Water Safety, Poison and Lead Prevention, and Drug Abuse Prevention displays. Through the safety displays that remained in the store for the remainder of National SAFE KIDS Week, an additional 5,000 customers were exposed to safety and injury prevention messages.

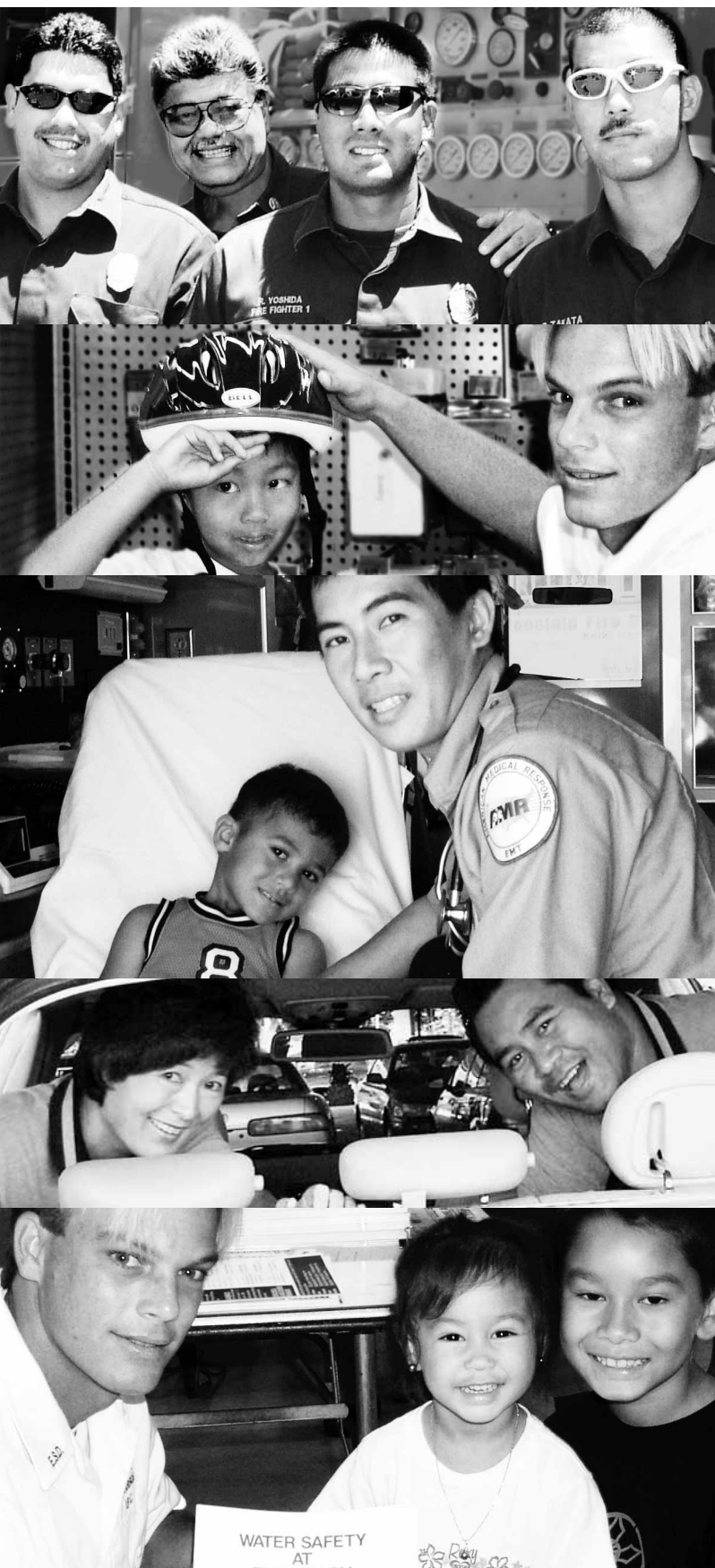
Despite a dramatic 41% decline over the past 13 years in the unintentional childhood death rate in Hawaii between 1987 and 2000, unintentional injuries remains the number one killer of our keiki ages 14 and under. The decline is due largely to a reduction in the motor vehicle death rates attributable to tougher child restraint laws and public awareness and education. The leading cause of death for children by age group is suffocation for ages 0-4, pedestrian injury for ages 5-9, and motor vehicle occupant injury for ages 10-14.

So although much progress has been made, there is a lot more to be accomplished. And KIPC/SAFE KIDS Hawaii acknowledges those committed to making a difference. Mahalos go out to the EMS personnel and first responders who answered the call for this event:

Danny Kao, an EMT from American Medical Response Hawaii, **Jimmy Barros**, Ocean Safety’s Injury Prevention Coordinator, HPD’s **Pearl Lung** and **Mel Andres**, and HFD’s **Lee Muller** and his crew from the Aiea Fire Station. The event was a success, thanks to your hard work and dedication to injury prevention.

Opposite Page, Top to Bottom:

1. Capt. Lee Muller (second from left) and his Aiea crew were “fired up” for SAFE KEIKI Day.
2. Ocean Safety’s Jimmy Barros demonstrates proper helmet fitting know-how.
3. AMR’s Danny Kao takes a turn at getting the safety message out.
4. Champions of CPS – HPD’s Pearl Lung and Mel Andres.
5. Ocean Safety’s Jimmy Barros doing his part to keep these keiki safe in our island waters.



Did you know?

1. That when it comes to bicycle and skating safety, helmet use reduces an estimated 85% of head injuries.

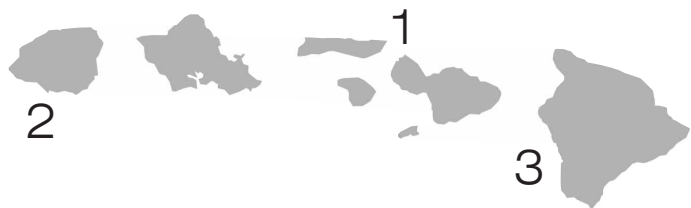
2. On average, more than 39 youths in bicycle crashes are hospitalized each year in Hawaii at an average cost of \$10,000 per injury.

3. Studies have shown that helmet use is highest in communities that have laws requiring their use AND have educational programs on an ongoing basis.

Data compiled by the Injury Prevention and Control Program, Department of Health, for the Keiki Injury Prevention Action Plan 2002, "Protecting Our Children: Strategies for Injury Prevention"

Answering the Call News from Around the Islands...

1 AMR-Maui's Curt Morimoto reports that Maui County's efforts to promote child passenger safety (CPS) continues with regularly scheduled car seat checkups. AMR-Maui also plans to have two more employees attend the next four-day certified CPS technicians class in August. Curt also reports of AMR's donation of a decommissioned ambulance to Safe Communities of Maui. The vehicle will primarily be used to transport the necessary equipment and supplies needed for CPS checkups and events.



2 Zach Octavio, AMR-Kauai Manager, recounts that in May, the inaugural "Shattered Dreams" program was held at Kapaa High School. As reported in the Winter 2003 issue, Moana Taa, Kauai KIPC Coordinator, and Jovita Sagadraca, AMR Injury Prevention Coordinator, received training for this reality-based reenactment program about drinking and driving directed at high school students. Zach reports that early evaluations were nothing but positive and that it was deemed a success in that there were no fatalities on or before graduation as in years past. Look for details about this exciting program and reactions in the Fall 2003 issue.

3 In recognition of EMS Week 2003, Scotty Paiva of the Hawaii County Fire Department's EMS Division reports of a 5K Fun Run and Walk through beautiful Bay Front that started and finished at Coconut Island. Following the Run/Walk was a Family Day event that focused on the safety, health, and wellness of the Big Island's youth. Proceeds from the event were donated to the Hawaii Island Police Activities League, which benefits over 7,000 Big island youth annually. Furthermore, in coordination with the Hawaii Heart Association, a consortium of EMS personnel has continued its efforts in training 260 additional high schoolers in CPR.

EMS Week Awards 2003's Leaders in Emergency Care

It was easy to spot this year's Outstanding Paramedic and EMT at the EMS Week Awards. Humble souls who stuck out amongst a sea of family, friends, and colleagues, all singing their praises. What drives them is a fervent interest in making a difference in their communities.



Hats off to the C&C-Kailua's Bobby Pedro (left) and AMR-Kauai's Brian Ueno, this year's Outstanding Paramedic and EMT, respectively.

Currently based at the City & County of Honolulu's Kailua Unit, Bobby Pedro, MECS II, has devoted many hours volunteering his time in front and behind the scenes promoting EMS services and injury prevention. AMR-Kauai's Brian Ueno, EMT, has been a certified car passenger safety technician for three years. During May's awards ceremony in Honolulu, Pedro gave credit to their fellow EMS professionals.

"It's because of the dedication of each EMS provider in the state that Brian and I are standing here today," said Pedro, "and we want to acknowledge the teamwork that goes into our statewide EMS system."

Other honorees are:

- Dr. Livingston Wong Lifetime Achievement Award : Ralph Goto
- Outstanding Emergency Physician: Joseph Lewis, M.D.
- Outstanding Emergency Nurse: Geri Masunaga, R.N.
- Outstanding EMS Instructor: Brett Martin
- Outstanding Public Safety EMS First Responder: Jimmy Barros

Congratulations to each of this year's awardees! Thank you for your commitment to elevating EMS services in our island state.



Left to right: Dr. Joseph Lewis, Brett Martin, Geri Masunaga, Brian Ueno, Bobby Pedro, Ralph Goto, and Jimmy Barros



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First Responders “Think First” About Hawaii’s Keiki



It may have looked like an ocean rescue right out of “Baywatch Hawaii,” but for injury prevention advocates, it was an opportunity to turn a frightening scene into a vital message for Hawaii’s keiki.

Volunteering to give up their Saturday, the City and County of Honolulu EMS Division’s Jane Greenwood, Kelly Yamamoto, Ian Santee, and Tony Rossi, Ocean Safety’s Victor Hemmy, and HPD’s Mel Andres gathered at Sandy Beach to film a public service message (PSA) focusing on water safety, seat belt use, and helmet safety. Filmed under the auspices of the Queen’s Medical Center’s Neuroscience Foundation, Think First, and spearheaded by Santee and Ocean Safety’s Injury Prevention Coordinator Jimmy Barros, the PSA focused on increasing awareness of the ways traumatic brain and spinal cord injury may be prevented.

“Being that EMS deals with so many preventable injuries, it is important that the prevention message come from EMS,” replied MECS I Greenwood when asked why she got involved in the project. “And because many in the community, including children, look to EMS personnel for viable health information, having uniformed personnel participate makes the message all the more credible,” Greenwood emphasized.

Agreeing with Greenwood, MECS I Kelly Yamamoto underscored that filming the PSA with a group of keiki was especially gratifying. “Children are oftentimes each other’s best teachers,” said Yamamoto, “and their participation in the PSA with us is a way of using peer pressure in a positive way to prevent injuries.”

“I’m a new, first time Dad,” said HPD’s Mel Andres, already a longtime champion of child passenger safety, “so the PSA’s injury prevention message really hits close to home. I was more than happy to volunteer my time.”

The PSA, due out in the fall, is a collaborative effort between Honolulu’s first responders and it served to expand EMS’s role in reinforcing injury prevention behavior. From school presentations and fairs to community outreach and health fairs and now to policy and advocacy, EMS providers are truly evolving into the “primary injury prevention medical home” in our island communities.

Directly below: From left, safety proponent volunteers Ian Santee, HPD’s Mel Andres, Jane Greenwood, Kelly Yamamoto, Tony Rossi, and Victor Hemmy strike a pose while filming a television public service message focusing on water safety, seat belt use, and helmet safety. Other photos depict our volunteers in a range of filming scenes and activities.

